

A Product/Service Strategy for company growth

A good Product or Service Strategy gives you a blueprint for progressive growth of your company. It shows you where you should concentrate your resources to achieve the maximum return on investment.

Our process will help you develop a clear and compelling Product or Service Strategy. The end result is a plan that aligns your development, production and marketing plans behind a coherent overall strategy.

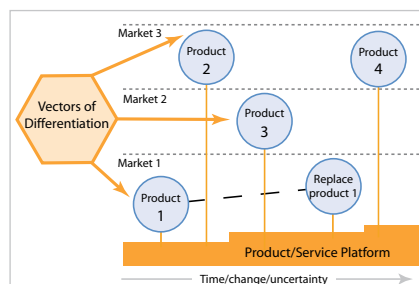
“Three Steps Forward was able in a very short period to gain a good understanding of Sony and the requirements of our strategic review.

Your work is now being used in a new Sony product line.”

Morgan David, R&D Director,
Sony Broadcast & Professional Europe

Diagram

The left-hand diagram shows the relationship between the core platform and the products. The right-hand diagram shows a strategy canvas for a product compared to its competition.



The benefits of a Product or Service Strategy

- A solid definition of the market segment and customer
- An understanding of the company’s sustainable advantage
- A clarification of the underlying product/service platform
- A phased strategy to maximise the market growth potential
- A strategy that links research, production and sales

Why build a Product Strategy

The challenge for any company is to progressively grow year-on-year. This requires a clear focus on both the external market opportunities and the internal capabilities of the company.

Our Product/Service Strategy process helps companies to better understand the link between these various issues. It does this through a series of stages that look at:-

1. External factors (the Market)

This identifies the potential markets, the customer needs in those markets, the competition and the company’s sustainable advantage.

2. Internal factors (the Company)

This defines the core competencies of the company, their actual and potential product or service range and the areas in which they wish to grow.

3. Time factors

This considers the future options, the likely changes in technology etc. and builds a plan with decision points and flexibility.

These stages build a strategy that helps you plan a series of new offerings to capture more customers. In many cases this process reveals areas where a simple change to your offering can allow you to enter a new, untapped market.

Who is it aimed at?

The workshops are aimed at senior management, marketing, research and production. It will benefit from a board-level champion to provide the vision plus senior staff from the different disciplines to develop a coherent picture that everyone can understand.

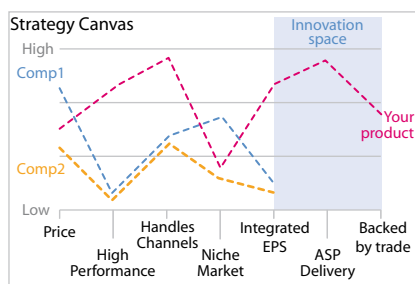
The benefits

There are three main benefits. Firstly the company gains a product/service strategy that maps out the opportunity space open to them in a systematic way. This links each product or service to the long-term goals and growth potential of the company.

Secondly it builds a phased plan over time on how the company can build market share. This plan is designed to be flexible by using decision trees, measures and stated assumptions.

Thirdly the process, which is facilitated by our highly experienced consultants, allows the different disciplines in the company to interact and understand each others’ viewpoint. This means that all departments will have been involved in the final decision.

This strategy is one that can bring sustainable, long-term growth through a clear understanding of the opportunities open to the company.



*Are you clear about how to grow?
Are you maximising the value you are gaining from the market? This process can help plan your future.*

Contact us today to discuss how we can help you develop a clear product and service strategy.